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# Example of Vertical Marketing Manager Job Description

Our growing company is looking for a vertical marketing manager. Thank you in advance for taking a look at the list of responsibilities and qualifications. We look forward to reviewing your resume.

## Responsibilities for vertical marketing manager

* As the bridge between strategy and operations, is responsible for establishing annual objectives and for planning projects, initiatives, policies and/or program changes that are necessary to support the strategic goals established at higher levels
* Manage the teams to generate sales opportunities for solutions to vertical and the enterprise
* Manage the teams to develop strategic relationships and expand business within vertical GPO's, organzations and associations
* Oversees market research, monitors competitive activity, and identifies customers needs
* Selects, develops and evaluates a team to ensure the efficient operation of the function
* Establish new and creative multi-channel marketing campaigns
* Develop targeted campaigns to support the sales and account teams to deliver on annual revenue goals
* Work closely to monitor campaign performance and optimize campaigns
* Seek unique opportunities that build brand awareness in the marketplace
* Write and edit engaging content for campaigns and collateral

## Qualifications for vertical marketing manager

* Success in developing professional technical communities and social ecosystems
* Passion for working with solutions architects, product, and sales engineering along with channel partners to capture, harness and scale knowledge & collaboration
* Bachelors Degree in a relevant field or equivalent experience required
* 9 years of related marketing experience, experience managing at least 2 employees
* Ability to travel up to 30% (valid driver's license and acceptable driving record necessary)
* Work directly with our internal Business Intelligence team to determine and prioritize the content needed to support our marketing activities